

Message Text

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PAGE 01 STATE 141993

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ORIGIN EB-11

INFO OCT-01 COME-00 ADP-00 SS-15 AF-10 ARA-16 EA-11 EUR-25

NEA-10 RSC-01 CIAE-00 INR-10 NSAE-00 /110 R

DRAFTED BY RCSCISSORS (EB/CBA/BR):M.VAN GESSEL (COMMERC

7/11/73 20669

APPROVED BY E - WJCASEY
EB/CBA/OCA:NSLAKAS
COMMERCE: SECRETARY DENT
EB:SWEINTRAUB
S/S:RHMILLER

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R 192032Z JUL 73
FM SECSTATE WASHDC
TO ALL DIPLOMATIC AND CONSULAR POSTS

UNCLAS STATE 141993

INFORM CONSULS

E.O. 11652: N/A
TAGS: BEXP, XX
SUBJECT: STATE/COMMERCE COOPERATION ON COMMERCIAL PROGRAM

FOR CHIEFS OF MISSIONS AND PRINCIPAL OFFICERS FROM
DENT AND CASEY.

1. WE ARE TAKING THIS OPPORTUNITY TO INFORM YOU OF THE
ON-GOING DISCUSSIONS IN WASHINGTON FOCUSED ON STRENGTH-
ENING OUR COMMERCIAL PROGRAM. IN A MEETING DEVOTED TO
THIS SUBJECT, WE ADDRESSED A WIDE RANGE OF TOPICS IN-
CLUDING: (A) COUNTRY COMMERCIAL PROGRAMS AND SPECIFIC
COMMERCIAL OBJECTIVES FOR MISSIONS IN MAJOR MARKETS;
(B) MECHANISMS TO BE ESTABLISHED TO ASSURE APPROPRIATE
SERVICES TO BUSINESSMEN ENGAGED IN INTERNATIONAL TRADE;
(C) DOMESTIC PROMOTIONAL INITIATIVES SUCH AS THE RECENT
NATIONAL EXPORT SALES MEETING WITH REPRESENTATIVES OF
ALL COMMERCE (DOMESTIC) DISTRICT OFFICES; (D) PLANNING
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FOR NATIONAL MEETINGS WITH BUSINESS LEADERS FOCUSING ON

BOTH INCREASED PRODUCTIVITY AND EXPORTS BY US IFORSTRY,
AND (E) ASSURING RECOGNITION FOR EXCELLENCE IN FOREIGN
SERVICE COMMERCIAL WORK.

2. RECOGNIZING NEED FOR CONTINUING AND CLOSEST POSSIBLE
COOPERATION, WE AGREED TO MEET QUARTERLY WITH A SMALL
GROUP OF TOP ADVISERS. THE FIRST SCHEDULED MEETING
WILL BE ON AUGUST 13. A PRINCIPLE OBJECTIVE OF THESE

MEETINGS IS TO SHAPE A COMMERCIAL PROGRAM SECURING THE
MAXIMUM INCREASE IN EXPORTS FOR RESOURCES EXPENDED.
THEY WILL ALSO SERVE TO SHARPEN FOCUS OF COMMERCIAL
PRIORITIES AND ENSURE EFFECTIVE STATE/COMMERCE COORDINA-
TION. THE FIRST ORDER OF BUSINESS WILL INCLUDE IMPLI-
MENTATION OF OMB RECOMMENDATIONS REGARDING OVERSEAS
ECONOMIC/COMMERCIAL REPRESENTATION AND JOINT STATE/
COMMERCE INTERNATIONAL COMMERCIAL BUDGET FOR PRESENTATION
TO OMB. WE SOLICIT AND WELCOME YOUR SUGGESTIONS OF
PROBLEM AREAS TO BE PLACED ON THE AGENDA. RUSH

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Message Attributes

Automatic Decaptoning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 19 JUL 1973
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1973STATE141993
Document Source: CORE
Document Unique ID: 00
Drafter: M.VAN GESSEL (COMMERC
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1973/newtext/t19730722/aaaaaqcc.tel
Line Count: 80
Locator: TEXT ON-LINE
Office: ORIGIN EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: golinofr
Review Comment: n/a
Review Content Flags:
Review Date: 19 DEC 2001
Review Event:
Review Exemptions: n/a
Review History: RELEASED <19-Dec-2001 by phillir0>; APPROVED <14 MAR 2002 by golinofr>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: STATE/COMMERCE COOPERATION ON COMMERCIAL PROGRAM FOR CHIEFS OF MISSIONS AND PRINCIPAL OFFICERS FROM
TAGS: BEXP, XX
To: ALL POSTS
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005